R. J. REYNOLDS TOBACCO COMPANY, INC.
U.S. MILITARY/DUTY FREE

cc: H. Battle
ROM

c/m: 11-16-95

DATE: November 16, 1995

TO: ROM's

SUBJECT: U.S. Military Coupon/Discounting Strategy

Attached, please find the revised/updated U.S. Military Coupon/Discounting Strategy for Full Price and Savings Brands. Please forward to any sales personnel in your Region with Military coverage accountability. Should no sales personnel in your Region have Military accountability, please disregard.

Thank you for your assistance and please contact Ralph Gaillard, Richard Beck or a Military Region Manager if you have any questions.

R. J. Reynolds Tobacco Company/U.S. Military/Duty Free BU

cc: R. Gaillard
J. Kies
A. Caban
G. Brown
S. Sandman
C. Wheedleton

1622-DM RM: 7, 22
1623-DM: 2, 9
1626-DM RM: 2, 5, 6, 8, 20, 25, 26
1636-DM RM: 9, 29
1638 RM: 28

51844 9811

Source: https://www.industrydocuments.ucsf.edu/docs/lpyy0000